

### **REMARKS**

This is in response to the first Office Action of September 3, 2004. By this Amendment, claim 1 has been cancelled and its limitations have been incorporated in claim 2. Claim 8 has been made dependent upon claim 2. New claims 11 and 12 have been added.

Filed separately herewith is a Letter of Transmittal of Formal Drawings including three sheets of formal drawings. No new matter has been added.

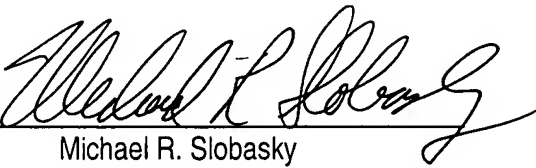
In the first Office Action, each of claims 1-10 was rejected as anticipated by the Lowry et al. U.S. Patent No. 6,568,112. Reconsideration is requested. Lowry is entirely different in structure and function from the present invention. In Lowry, a combined label and sign holder is disclosed, but nowhere similar to the sign holder of the present invention. In the present invention, as is now claimed, the sign holder includes a mounting portion and a sign-receiving element that are interconnected by a resilient bead of flexible material that permits the sign-receiving element to move relative to the mounting element upon impact. This is clearly recited in new independent claim 11. Dependent claim 12 recites that the flexible bead is connected at a point above the mid-point of the body panel. Again, this is entirely different from the Lowry. Although Figure 3 of Lowry discloses a sign holder connected with a label holder, they are not integrally connected at all and certainly not by any bead of flexible material as is now claimed in independent claim 11 and dependent claim 12.

Independent claim 2 recites specific details of the construction that are clearly dissimilar from that shown in Lowry. Thus, claim 2, and its claims dependent therefrom, are similarly allowable.

Accordingly, it is respectfully submitted that this application is now in condition for allowance.  
Should the Examiner have any questions after reviewing this Amendment, the Examiner is cordially invited to telephone the undersigned attorneys.

Respectfully submitted,

JACOBSON HOLMAN PLLC

By   
Michael R. Slobasky  
Reg. No. 26,421

400 Seventh Street, NW  
Washington, D.C. 20004-2201  
(202) 638-6666

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MRS/clc